



Editorial guidelines

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1. Introduction

At NENT Group, we are storytellers at heart – and stories are at the heart of our business. As the Nordic region's leading entertainment provider, our content keeps us at the forefront of a highly competitive industry. It brings us into millions of homes every day and opens doors for our company all over the world.

Our content has an impact. In turn, it is itself shaped by NENT Group's editorial guidelines. They help us make sure our storytelling – whether our own or acquired from others – always excites, includes and inspires. At the same time they support our business and sustainability strategies, while clearly reflecting our values. They tell us about our stories – and say just as much about us.

2. Guidelines reflecting our values

We follow Ofcom's regulations and all applicable laws. But we've taken an additional step to make our guidelines truly our own. Our guidelines are nothing less than our company values – **Bravery, Equality, Appreciation and Trust**.

2.1 Bravery

The status quo never entertained anyone. Our content reflects a wide range of perspectives and challenges stereotypes. We tell stories that need to be told. We embrace freedom of expression as a fundamental pillar of every open society, and a universal human right upheld and protected by the UN Charter and legal frameworks.

2.2 Equality

We promote an equal, diverse and inclusive society. Stories are for everyone – and everyone has a story. For our viewers, we are focused on accessibility and bringing down barriers. Looking even closer to home, we commit to our conduct and nurture our culture in every part of our business. At all times, we see full respect for human rights as our – and everyone's – responsibility.

2.3 Appreciation

We care about the world around us and we want to make it better. We have a responsibility to use freedom of expression and the power of storytelling to create positive impacts for people, society and the environment. In our home markets, this means doing everything we can to develop Nordic storytelling and the local creative industry.

2.4 Trust

Across the Nordic region and beyond, people invite our stories into their lives. This gives us extra responsibilities that we take very seriously. We guard our independence, reject bias or incitement, and avoid conflicts of interest. When it comes to younger viewers, we want our kids content to inform as well as entertain. We use careful scheduling (including watersheds) and tools to help keep children safe from unsuitable material. We pay attention to how we work with children and young people as contributors. And we're very open about privacy and its importance in every part of our business.